

## MEMORANDUM

7/25/2014

TO: Art Holmes, Director, Department of Transportation  
Tom Manger, Police Chief, Montgomery County Police Department  
Patrick Lacefield, Director, Office of Public Information

FROM: CountyStat

SUBJECT: Pedestrian Safety Annual Update

**The following items were identified for follow-up during the 7/23/2014 CountyStat Meeting:**

1. Develop a county-wide education campaign addressing Visibility of Pedestrians  
Responsible parties: PIO  
Other parties: DOT, MCPD  
Deadline: 12/31/2014
2. Conduct an analysis of collision data in the vicinity of all County schools, in addition to the schools that are part of the Safe Routes to Schools grants  
Responsible parties: MCPD, DOT  
Deadline: 12/31/2014
3. Be able to provide interim collision data for internal analysis until the new state ACRS system and its data-back capability are functioning  
Responsible parties: MCPD  
Other parties: none  
Deadline: 12/31/2014
4. Provide to CAO a breakdown of collision data in Parking Lots/Garages by County-owned vs. privately-owned lots/garages  
Responsible parties: MCPD  
Other parties: none  
Deadline: 9/30/2014
5. Develop a targeted plan to focus on pedestrians ages 10-29, who are over-represented in collisions as compared to population; explore cooperative agreements with the School Board and/or individual principals for sustained efforts within schools, where the target audience constantly ages out  
Responsible parties: MCPD, DOT, PIO  
Other parties: CEX  
Deadline: 6/30/2015
6. Increase and/or make tactical changes in enforcement between 5-8pm, with a focus on the evening drive-time collision hot spots and collaborating with DOT on visibility issues where appropriate  
Responsible parties: MCPD, DOT  
Other parties: none  
Deadline: 12/31/2014
7. Sustain the education and enforcement components of the overall Pedestrian Safety strategy around the HIAs to mitigate potential diminishing returns over time  
Responsible parties: MCPD, PIO, DOT  
Other parties: none  
Deadline: 6/30/2015
8. Plan a Bicycle Safety CountyStat session for fall/winter 2014  
Responsible parties: CountyStat  
Other parties: DOT, MCPD, PIO  
Deadline: 12/31/2014

cc: Timothy Firestine, Chief Administrative  
Fariba Kassiri, Assistant Chief Administrative Officer